

PROJECT WORK PLAN – San Diego

Project Name: Aging & Disability Resource Center Program

Project Manager: Evalyn Greb

Nbr .	Major Objectives	Key Tasks	A. Measurable Outcome(s) B. Date to be Completed	Lead Person(s)
1	Testing current AIS Call Center and Network of Care (NoC) capacity and responsiveness as a resource tool.	<ul style="list-style-type: none"> Focus group testing with AIS Call Center staff, providers, caregivers and consumers of all types, including seniors, ethnic minorities and persons with disabilities, as permitted by resources. 	<p>A. Complete Focus Groups and list recommendations for improvement and enhancement for Call Center and NoC.</p> <p>B. June 30, 2004</p>	Dr. Mark Meiners and Evalyn Greb
		<ul style="list-style-type: none"> Examine potential of “My Medical Record” as a tool for consumers to have a summary of health and social services available on-line for sharing via passcode or for printing out to make available to providers. 	<p>A. To occur within Focus Groups and be included in recommendation.</p> <p>B. June 30, 2004</p>	Dr. Mark Meiners and Evalyn Greb
		<ul style="list-style-type: none"> Examine potential of the web site builder function as a tool to assist community-based organizations in building their own web sites. 	<p>A. To occur within Focus Groups and be included in recommendation.</p> <p>B. June 30, 2004</p>	Dr. Mark Meiners and Evalyn Greb
		<ul style="list-style-type: none"> Define changes needed for database as a result of focus group findings; work with database owner to program database changes. 	<p>A. Analyze recommendations for programming changes and then negotiate with Trilogy Integrated Systems to make changes.</p> <p>B. September 30, 2004</p>	Call Center staff and Evalyn Greb
		<ul style="list-style-type: none"> Identify how to systematically capture this process as an on-going continuous quality improvement process. 	<p>A. Revise current feedback loop to reflect findings of focus groups regarding methods of continuously improving resource information and access.</p>	Call Center staff, Evalyn Greb, Dr. Mark Meiners, Trilogy Integrated Systems

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2	Public education and training programs for LTC resources.	<ul style="list-style-type: none"> Secure human resources to organize and complete training programs. 	<p>A. Contracts in place for 24-30 months with appropriate outreach and referral specialists to work in conjunction with AIS staff in the Call Center and targeted community settings.</p> <p>B. July 1, 2004</p>	AIS Contract Manager, Sandra Strech
		<ul style="list-style-type: none"> Hold periodic trainings at the AIS Call Center as well as in naturally occurring community gathering places for seniors, caregivers and persons with disabilities (e.g., Senior Centers, libraries, pharmacies, hospitals, clinics, physician group offices, Regional Centers, health and social service providers' offices, etc). 	<p>A. AIS Outreach Staff and contract workers will develop schedule and complete periodic outreach based on 1) pre-intervention survey findings regarding critical pathways, and 2) analysis of demographic database for disparities in health and utilization of services.</p> <p>B. To begin August 1, 2004 and continue through July 2006.</p>	Joaquin Anguera, Outreach Staff, contract workers
3	Examining critical pathways of consumers to long term care support options, information and assistance.	<ul style="list-style-type: none"> Pre- and post-surveys, designed by a national program evaluation expert, will provide information on baseline pathways to LTC resources and the impact of the interventions by the end of the grant period. 	<p>A. Dr. Meiners will work with San Diego and Del Norte staff to develop survey tailored to Resource Center Grant objectives, based on Cash and Counseling treatment group survey, capturing existing and post-intervention critical pathways.</p> <p>B. Survey design to be completed by January 1, 2004.</p>	Dr. Mark Meiners, Lora Connelly, Sandy Fitzpatrick, Evalyn Greb

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		<ul style="list-style-type: none"> Pre-survey information will be used to target existing critical pathway professionals for engagement in developing Resource Center interventions and outreach. 	<p>A. Survey information will be collected and analyzed, and existing critical pathways identified for targeted outreach regarding linkage development with the Resource Centers.</p> <p>B. Surveys to be completed and analyzed by March 30, 2004.</p>	Dr. Mark Meiners and CA LTC Integration Center
4	Underserved/under-utilizing target population outreach with AIS Info Van paired with culturally appropriate human resources in naturally occurring neighborhoods of diversity.	<ul style="list-style-type: none"> Utilize UCLA California Health Interview Survey (CHIS) database to sort San Diego neighborhoods by age and disability by ethnic group to focus outreach efforts appropriately. 	<p>A. Develop local tables identifying most vulnerable populations using UCLA CHIS database.</p> <p>B. March 30, 2004</p>	Joaquin Anguera and Evalyn Greb
		<ul style="list-style-type: none"> Work in conjunction with community partners serving minority groups to focus on individuals who are underserved or under-utilizing public health and social services and LTC resources. Utilize AIS Community Outreach & Education staff and grant funded 	<p>A. Meet with community partners to develop list of individuals at high risk within San Diego agencies and define a strategy for outreach and assistance that responds to diverse needs.</p> <p>B. April 30, 2004</p> <p>A. Scheduled outreach to targeted underserved and underutilizing populations is completed.</p>	<p>Joaquin Anguera and Evalyn Greb</p> <p>AIS Outreach Staff and contract workers</p>

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		staff/translators and bi-lingual health and human service professionals to provide targeted outreach, education and assistance to targeted ethnic minority groups regarding long term care support options, programs, services, eligibility, etc.	B. July 1, 2004 through August 1, 2006	
		<ul style="list-style-type: none"> Schedule and advertise “Benefit Analysis” clinics in identified target locations to assist those who are underserved/under-utilizing to obtain appropriate public benefits. 	<p>A. Need will be determined based on findings of Outreach Staff while in the naturally occurring gathering places of persons identified as underserved/under-utilizing.</p> <p>B. July 1, 2004 through August 1, 2006 as determined by need</p>	Outreach Staff and contract workers
5	Raising community visibility of Resource Center through media coverage.	<ul style="list-style-type: none"> Develop, print and disseminate Resource Center brochure and handouts at community outreach events; distribute to local physician offices, community-based service organizations, and other appropriate localities identified during focus group testing. 	<p>A. Resource Center brochure to be developed.</p> <p>B. Brochure completed by July 1, 2004</p>	CDA, AoA, CMS, AIS, and AIS media contractor.
		<ul style="list-style-type: none"> Create Resource Center advertisements for local newspapers and magazines, including those targeting caregivers, seniors, and persons with disabilities and/or minority groups. 	<p>A. Contract with media expert to develop ads.</p> <p>B. January 2005</p>	Contracts Manager, Sandra Strech

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		<ul style="list-style-type: none">• Message development and production of radio commercials that reach identified target populations including AIS's own weekly radio program and other modes of telecommunication identified in focus group testing.	<p>A. Contract with media expert to develop and produce commercials.</p> <p>B. January 2005</p>	Contracts Manager, Sandra Strech